



MUSTANG SOCCER

Media Guide



Dear Parents and Grandparents,

The Mustang Soccer Goal Club Booster is in the process of developing our media guide. This guide will serve to highlight the various programs and activities associated with Mustang. The media guide will be available for purchase at each home game and during various meetings in the spring.

We are excited to offer personal/memory ads as a wonderful opportunity to recognize your Mustang student. Our goal is for each senior to have an ad, providing a meaningful way to show support for your Bronco.

If you wish to purchase an ad, please adhere to the following guidelines:

- Personal/memory ads may not include references to businesses. We have a separate pricing list for businesses interested in advertising in our media guide.
- The cutoff date for submitting personal/memory ads is January 15th, 2026
- Payment for ads must accompany the submission.
- To ensure optimal quality during the printing process, please email us a PDF of your completed ad or upload it directly. We cannot accept ads designed in Microsoft Word, PowerPoint, or Publisher.

Ad Specifications:

- **Resolution: 300 dpi (high resolution)**
- **Acceptable Formats: JPEG, EPS, or PDF**
- **Ads should include a .25-inch bleed (space with no text around the edges)**
- **Full-page Ad: 8.75 x 11.25 (\$100)**
- **Half-page Ad: 8.75 x 5.75 (\$50)**
- **Quarter-page Ad: 4.5 x 5.75 (\$25)**

This year, we are also offering design assistance. If you would like help in creating your ad, please fill out the form below. This service will incur an additional fee of \$10. We will assist you in designing a professional ad that both you and your athlete will cherish.

Please complete the attached order form and submit it along with your payment.

Remember, all ads must be finalized by January 30th.

Should you have any questions, feel free to call or email.

Sincerely,

Bethany Higgins

Phone: 405.761.1855

Email: mustanggoalclub@gmail.com

goalclubmedia@gmail.com

<https://form.jotform.com/250295534781159m.jotform.com/250235967371057>



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Dear Business Owner,

On behalf of the student-athletes, coaches and parents of Mustang High School's soccer program, thank you for supporting young people in our community. Mustang's boys and girls soccer teams provide opportunities for dozens of students to develop discipline, leadership and teamwork while representing our city with pride. Continuing this tradition takes a great deal of resources, and our athletes' success depends on the generosity of businesses like yours.

Each year the Mustang Goal Club produces an official Soccer Media Guide. This professionally designed book includes team rosters, player profiles, schedules, records and stories about our coaches and seniors. We distribute the printed version at every home game and make a digital version available online. Similar high school media guides are read by thousands of spectators and live-stream viewers throughout the season, giving advertisers sustained exposure to families, alumni and visitors. Community-sponsored advertising is also a critical source of funding—other athletic programs credit the generous support of companies and individuals as a key element in maintaining excellence across all sports.

Why advertise in the Mustang Soccer Media Guide?

- Targeted local exposure. Your advertisement will be seen by parents, students and visitors at every home game and on our digital platforms, placing your business directly in front of customers who live and shop in Mustang and the greater Oklahoma City area. High school sports events draw thousands of fans and many more through live-streaming.
- Multiple size options. We offer a variety of ad sizes to fit your budget—business-card, quarter-page, half-page and full-page placements. Our rates are similar and provide great value for the exposure received.
- Digital and print presence. In addition to appearing in the printed guide, your ad will be displayed in our digital guide and on the Mustang soccer website, maximizing your visibility.
- Tax-deductible support. Mustang Goal Club is a 501(c)(3) organization, so your advertisement purchase may qualify as a charitable deduction. You'll receive a confirmation letter for your records.

Proceeds from the Media Guide help cover equipment, uniforms, training gear, team transportation and meals, and allow us to participate in tournaments and camps. By advertising with us, you help ensure that our student-athletes have the resources they need to succeed both on and off the field.

We hope you will consider one of the following advertising options:

- Business-Card Ad – perfect for new advertisers; space to display your logo, contact information and a brief tagline.
- Quarter-Page Ad – an affordable option to highlight a featured product, service or special offer.
- Half-Page Ad – a larger placement for businesses wanting to share more information or include a coupon.
- Full-Page Ad – our premier option; showcase your business with photos, artwork or a personalized message to our teams. Full-page advertisers may also receive recognition on our website and during game announcements.

To reserve your space, please complete the enclosed Media Guide order form and return it with your artwork and payment no later than January 15, 2026. Digital files (PDF, PNG or JPEG) can be emailed to our Media Guide Coordinator at goalclubmedia@gmail.com.

Checks should be made payable to Mustang Goal Club and mailed to:

Mustang Goal Club
c/o Mustang High School Soccer
801 S. Snyder
Mustang, OK 73064

If you have any questions about advertisement sizes, pricing or artwork requirements, please contact our Media Guide Coordinator at (405) 761-1855 or via e-mail at goalclubmedia@gmail.com.

Thank you for investing in the future of Mustang High School Soccer and for helping our athletes reach their goals. We look forward to partnering with you and showcasing your business in this year's Media Guide.

Sincerely,

Bethany Higgins
Mustang Goal Club President 2025-2026
Mustang Goal Club
Mustang High School Soccer

<https://form.jotform.com/250235967371057>